

EXHIBIT P

1 IN THE UNITED STATES DISTRICT COURT
2 FOR THE EASTERN DISTRICT OF PENNSYLVANIA

3 IN RE: PROCESSED EGG PRODUCTS :
4 ANTITRUST LITIGATION :
5 -----: MDL No. 2002
6 THIS DOCUMENT APPLIES TO: : 08-MD-02002
7 ALL ACTIONS :

8 -- HIGHLY CONFIDENTIAL --

9 Thursday, June 27, 2013

10
11 Continued videotaped deposition of
12 GENE W. GREGORY, taken at the offices of
13 Pepper Hamilton LLP, 3000 Two Logan Square,
14 18th & Arch Street, Philadelphia,
15 Pennsylvania 19103, beginning at 8:08 a.m.,
16 before LINDA ROSSI RIOS, RPR, CCR and Notary
17 Public.

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2 symposium type thing for Kroger, and I
3 know Kroger has always been a
4 supporter of the program.

5 BY MS. LEVINE:

6 Q. Did retailers support the UEP
7 certified program?

8 MR. OLSON: Objection to form.

9 THE WITNESS: Yes. Otherwise
10 the program would have never been a
11 success.

12 BY MS. LEVINE:

13 Q. Can you take out Gregory-103
14 that was just shown to you today by
15 plaintiff's counsel? I think it's probably
16 on -- going to be on the bottom.

17 A. See I've got it all mixed up
18 now. 103.

19 Q. 103. Maybe the court reporter
20 can help you out. I think the court reporter
21 is going to help you out.

22 A. Just that September 2000 --
23 sorry about this. I got them all mixed up
24 now. 103, yes.

25 MR. OLSON: Sorry, could you

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2 Voices. Right?

3 THE WITNESS: Yes.

4 MS. LEVINE: Yes, March 25,
5 2002, United Voices.

6 BY MS. LEVINE:

7 Q. Why did UEP think it was
8 important for producers to implement the
9 guidelines even if their customers were not
10 yet demanding the guidelines?

11 MR. OLSON: Objection to form.

12 THE WITNESS: In our view, we
13 felt that it was important for our
14 industry finally to have a program
15 already in place that addressed animal
16 welfare issues. And so when a
17 customer was now being targeted by
18 animal activists, they knew where to
19 turn to for help and to, you know,
20 change, you know, their specifications
21 for buying.

22 So it was not -- it was not
23 necessarily done for the retailer, but
24 we needed retailer support. We needed
25 retailer's input into this. But we